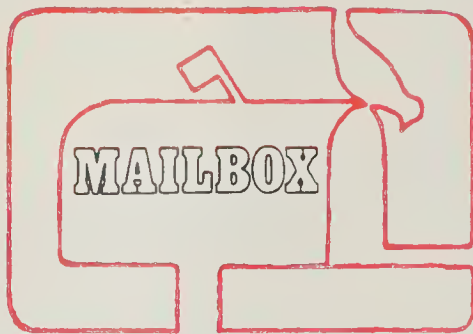


Joint Venture Turkey
Plant Ignites Boom In
Duplin County
See story, page 10

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*Carolina
Country*[®]
June, 1987



February Arts School Story Generated "A Lot Of Interest"

A lot of interest has been generated as a result of the February *Carolina Country* article about the North Carolina School of the Arts.

I have received several replies, including one from the Southern Highland Handicraft Guild in Asheville; another from a director of cultural arts in an elementary PTA; interested phone calls from Pamlico High School and a young student asking us for our assistance in establishing an arts program in her general area. In addition, I have received countless verbal references to the article, all of which have been supportive and positive.

I want you to know how appreciative I am for your cooperation and support in running the article. I am extremely committed to increasing our North Carolina enrollment and I believe that efforts like this will have beneficial effect. NCSA really means business when we say we are committed to reaching more and more North Carolina prospective students.

Edward T. Brake
N.C. School of the Arts
Winston-Salem

Response To Cover: "Overwhelming"

Thank you for using Mel Steele's "Spring Cleaning" on the cover of your magazine. We have been overwhelmed with the response—so much so that if we ever decide to do any advertising, we will certainly use *Carolina Country*!

Steele and Ballington Studios
Rt. 9, Reidsville

Mel Steele, the artist who painted that image, has offered limited edition prints of it, but his supply has been sold out. Copies may be available from collectors and art dealers.

Wants Details On Plans For Satellite TV Programming

Your March issue included an article on negotiations advancing on satellite TV programming. . . . I am very interested in this program package. TV reception is very bad, so we've decided to buy a satellite dish. I would like to find out about your proposed package? Do we have to buy a decoder? How will we be billed? Will it be on our light bill? What stations are available? How do you sign up for this? How much will it cost?

Gary A. Teague
Rt. 2, Taylorsville

The National Rural Telecommunications Cooperative has announced plans for offering a package of programming options this summer. Details are on page 4. Whether the service is offered in a given area will depend on whether it's made available by a co-op in that area. The technical requirements and billing procedures would be spelled out by the co-op providing the service.

Seeks Name of Apple Variety

I have been trying to find the real name of an old apple that I was raised up with called, "Oates Apple." I

thought some of your readers might be able to come up with the real name. It was grown in Gaston and York Counties.

Henry F. Boyd
Rt. 1, Kings Mountain

Magazine Covers: "So Pretty"

I do enjoy *Carolina Country* every month. It has so much information on different subjects. Some of the paintings on the front covers are so pretty. I sometimes have to put them in frames and hang them on the wall. I did just that with the painting from the April issue, "Spring Cleaning."

M. Kellum
Jacksonville

Cover Painting Brings Back "Many Memories"

The painting, "Spring Cleaning," on the cover of the April *Carolina Country* is so pretty and it sure does bring back many memories to us older folks from days gone by. That old house was a mansion. Are prints for sale of this painting?

M. Bright
Jacksonville

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VIEWPOINT

Nurturing An American Ideal

This editorial was written by Paul Wesslund, manager of statewide publications services for the National Rural Electric Cooperative Association.

Rural seems to be trendy these days.

In the Democratic response after President Reagan's State of the Union speech, congressional leaders Rep. Jim Wright and Sen. Robert Byrd introduced themselves as products of rural America.

Meanwhile, the new chairman of the Senate Agriculture Committee, Sen. Patrick Leahy of Vermont, is holding hearings around the country not just on farming, but on the rural economy in general.

Politics aside, in the last 15 years people began leaving the cities to live in the wide-open spaces more than ever before (although the farm problems of the 1980s have reversed that trend in some areas). A survey by *The New York Times* last year found most Americans see rural life as more honest, moral and family oriented than what you find in the city.

What's going on here may be part of the latest fashion, but it also appeals to an American notion older than the

nation itself. The near-reverence for rural America comes from a knowledge of its economic value to the rest of the country, and from an almost spiritual sense of what "the land" means to our national character.

Those practical and symbolic perceptions of rural America have been inseparable since Thomas Jefferson called farmers "the most vigorous, the most independent, the most virtuous, and they are tied to the country and wedded to its liberty and interests by the most lasting bonds."

See related column, page 17

About a hundred years later William Jennings Bryan said, "Burn down your cities and leave our farms, and your cities will spring up again as if by magic; but destroy our farms and the grass will grow in the streets of every city in the country."

Grandiose sentiments, but based on a strong element of truth.

Throughout this century millions of farmers left the land and agricultural productivity increased accordingly. Today less than 2 percent of the population produces food surpluses every year. Agriculture shines as one of the

few bright spots in the United States' record trade deficit and food continues to fall as a percentage of what we spend on all goods and services.

No wonder columnist George Will said in a recent interview, "I wouldn't trade all the oil in Saudi Arabia for the topsoil in central Illinois."

But that topsoil grows more than food; it nurtures an American ideal.

Last year federal aid to farmers hit \$25 billion; a level called "politically unsustainable" by both liberals and conservatives. But there it is, even though many agree it's not solving the depression in agriculture.

Even at such a high price, Congress and the voters are not willing—not yet anyway—to take the chance of losing "the family farm" and the rural way of life.

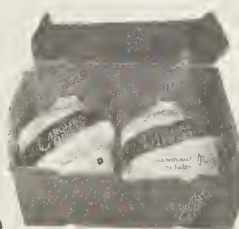
Rural residents serve the country in another way by staying out of the cities. There is value in making rural living attractive enough to assure that people are spread across the land. This helps to keep cities from getting even crazier than they are already.

If you need proof of that just look at the aftermath of the snow that shut down Washington, DC, a few months
Continued on page 5

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James M. Hubbard/Executive Vice President
Owen Bishop/Editor

Dan Cook/Associate Editor
Monica Russell/Editorial-Advertising Assistant
Sandra A. Ward/Graphics Assistant

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TV Programming Offered

The National Rural Telecommunications Cooperative will provide a monthly package for satellite dish owners this summer through local co-ops across the nation.

A special package of TV programming will be offered to satellite dish owners across the country this summer as a service of the National Rural Telecommunications Cooperative (NRTC).

The package, called Rural TV (RTV), includes a basic selection of programs for a flat monthly fee plus optional programming at extra cost.

It will be available to dish owners through local rural electric and telephone cooperatives that have established programming services.

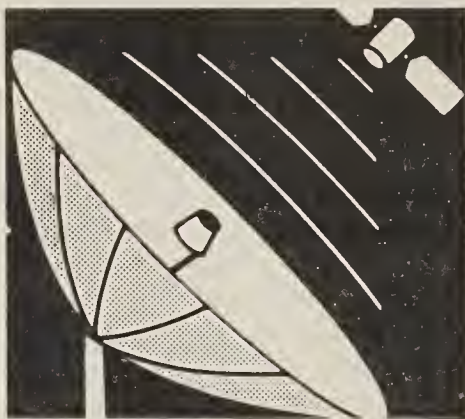
"We are pleased to announce the NRTC package," said Bob Phillips, the national co-op's chief executive officer. "This package will be offered as a convenient, affordable monthly service for rural home satellite dish owners.

"The package is only the beginning of a broader program package. We offer stability to dish owners through contracts with channels that are not yet scrambled. And we continue to negotiate with other programmers not currently in the NRTC package."

Six channels that are now scrambled will be part of the basic package: KTVT, Dallas; WOR, New York; WPIX, New York; WGN, Chicago; Cable News Network and Headline News.

Another six channels that are not yet scrambled will also be included: The Nostalgia Channel (old movies), Country Music Television, The Travel Channel, The Learning Channel (College Courses), Hit Video USA, The Nashville Network (music and variety) and Home Sports Entertainment.

NRTC will also offer the following optional tiers of programming and premium services to its members for



their consumer-subscribers. They include Prime Time 24, which has three network affiliate channels: WABC-TV, New York, (ABC), WBBM-TV, Chicago (CBS) and

WXIA-TV, Atlanta (NBC). Also being offered is Request Television, a pay-per-view premium movie service that charges about \$4.95 per movie.

NRTC is a national co-op that was organized in August of last year by the National Rural Electric Cooperative Association and the National Rural Utilities Cooperative Finance Corporation. All three organizations are based in Washington.

NRTC currently has a membership of 380 rural electric and telephone systems in 40 states.

Its package aims to help rural cooperatives bring a service to their members that city people can get from

North Carolina Co-ops Gear Up To Offer TV Package

The national programming package that's to be offered to rural satellite TV dish owners this summer will be available to North Carolina consumers, but where they'll be remains uncertain.

A total of 20 electric and telephone cooperatives in the state are members of the national co-op that will offer the package, but many of them have not yet made commitments to market such programming.

Satellite TV dish owners who're interested in subscribing to the programming options can get information about these co-ops' plans by writing or calling officials of the cooperatives.

Current members of the National Rural Telecommunications Cooperative include 13 Electric Membership Corporations and seven Telephone Membership Corporations.

The EMCs are: Blue Ridge, Lenoir; Brunswick, Shallotte (through its subsidiary, Rural Consumer Service Corporation); Carteret-Craven, Morehead City; Edgecombe-Martin County, Tarboro; Four County, Burgaw; Halifax, Enfield; Haywood, Waynesville; Jones-Onslow, Jacksonville; Lumbee River, Red Springs; Pitt and Greene, Farmville; Randolph, Asheboro; Rutherford, Forest City and Wake, Wake Forest.

The TMCs are: Piedmont, Lexington; Randolph, Asheboro; Skyline, West Jefferson; Star, Clinton; Tri-County, Belhaven; Wilkes, Millers Creek and Yadkin Valley, Yadkinville.

cable television companies.

Millions of rural homes are beyond the reach of cable television, so many consumers purchased backyard satellite television dishes. But programmers soon discovered that people were picking up their signals without paying a subscription fee, and they began scrambling, leaving rural dish owners with limited use for their \$2,000 investment.

After scrambling, rural dish owners could pay programmers to watch their shows. But without a distributor to bring a fixed-price package of programs to rural areas, dish owners then have to pay a separate subscription fee for each scrambled channel they want to watch. NRTC is the first group unaffiliated with a cable company to offer such a package to rural dish owners.

Phillips said dish owners will need a VideoCipher II (2100E) decoder in order to watch RTV—if their dish doesn't have a built-in decoder. These units will be available this summer from participating co-ops for about \$350-\$400.

NRTC officials had hoped to include a major movie channel in its package, which originally was slated for release in April. But negotiators were unable to get contracts from big-name movie programmers, partly because the cooperative is new and small and partly because established programmers are used to dealing exclusively with cable companies.

That is the subject of legislation introduced by Sen. Albert Gore (D-TN) and Rep. Billy Tauzin (D-LA). The proposed new law would force programmers to negotiate with any group—not just cable companies—that meets their business standards and wants to distribute their signals. By outlawing the monopoly that cable companies have on distributing these programs, the bill would pave the way for NRTC to bring more satellite programs to rural consumers.

Phillips said NRTC is still negotiating with other programmers, including movie channels, and he's hopeful that the RTV package will grow. As NRTC's list of subscribers grows, larger programmers may become interested in joining the package, he added.

Carolina Country June 1987

Nurturing An American Ideal

Continued from page 3

ago. The mayor ordered city fire stations to get rid of the snow on their lawns, so firefighters shoveled snow into the middle of the street and the mayor responded by going out himself and throwing the snow back on the lawns.

Life in rural America may or may not be more sensible, simpler and calmer than that. But people believe that it is. Americans want to believe in that ideal.

Farms may grow in size and depend more and more on computers and biogenetics, but we still like to imagine we're not far from a more basic, individualistic stock that clears forests and plows the land.

It's changing out there, though. Behind all that appeal rural areas are increasingly becoming retirement com-

munities, vacation spots, places where a doctor can have 10 acres and a horse.

Rural incomes are still lower than those in cities, welfare payments are higher in rural areas and these areas tend to lag behind in services such as hospital care and water supply and treatment.

Can that continue, along with the farm crisis, without restricting rural America's ability to provide the country with the economic, social and psychic benefits?

Most likely rural people will answer that question. Across the country, rural communities are finding innovative ways to make themselves blossom.

Asked to complete the sentence, "Rural is . . .," University of Missouri sociologist Daryl J. Hobbs said, "...Where a dedicated person can make a great difference in a short time."

That part of the rural vision is still true. The notion that one person can make a difference becomes especially relevant in times of change.

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Catalog Includes Products From 150 U.S. Cooperatives

More than 150 cooperative businesses across the U.S. are represented in the latest Co-op America Catalog published by Co-op America, a national, non-profit membership association.

The 64-page catalog features a line of natural fiber clothing, garden tools,



a safe and biodegradable household cleaner, reusable coffee filters, all-natural insect repellents, food,

books, and hundreds of unique gifts. In addition to products, the catalog offers a range of services, including a cooperative health insurance plan, a stereo equipment consulting service,

and subscriptions to popular progressive magazines.

The catalog is available to non-members for \$1. Annual membership dues start at \$15. For a copy of the catalog, write to Co-op America, 2100 M Street, NW, Suite 310, Washington, DC 20063.

Ashe County Sets "Christmas In July"

Ashe County will celebrate the Christmas season early by hosting "Christmas in July—Ashe County," July 3-5.

West Jefferson will serve as the center of activity for the event. The street scene will include crafts demonstrations, sleigh rides, the crowning of Miss Evergreen, a disc golf tournament, pine roping and wreath making contests, tours and Yuletide decorations.

Amid the sights and sounds of Christmas, participants can also enjoy the scenery of the North Carolina mountains while canoeing the New River, hiking the Rhododendron Trail, seeing the famous frescoes or visiting the only cheese plant in North Carolina.

For additional information, contact the Ashe County Chamber of Commerce at (919) 246-9550 or the Ashe County Agricultural Extension Service at (919) 246-3021.

Directors Take Board Posts At Three EMCs

A newcomer and six incumbents have been elected to the Boards of Directors of two North Carolina Electric Membership Corporations during recent co-op annual meetings:

- **Harkers Island EMC**—Re-elected to the board were George L. Nelson and Lloyd Michels. Elected for the first time was Lewis Salter.

- **Piedmont EMC**, Hillsborough—Re-elected to the board were Paul L. Bailey of Rt. 5, Roxboro; Elvin L. Bass of Rt. 2, Rougemont; Marvin L. Poythress of Rt. 5, Chapel Hill and H. J. Kinley Jr. of Rt. 2, Mebane.

Meanwhile, two new directors have been appointed to the board of **Pitt and Greene EMC**, Farmville.

John R. Pridgen of Rt. 2, Snow Hill, was named to the board, succeeding Horace Moore of Snow Hill, who retired after 19 years as a director.

Moore is a former president of the North Carolina statewide organization and served for many years as the state's representative on the board of the National Rural Electric Cooperative Association.

Wilbert Lane of Rt. 1, Snow Hill, was appointed to the board, assuming the seat of Joe Edwards Jr. of Rt. 1, Hookerton, who retired after 11 years on the board.

Homefolk

Bob Jenkins, president of the North Carolina Farm Bureau Federation, has been honored with a Friend of Agriculture Award from the North Carolina Department of Agriculture. In addition, NCDA Employee of the Year Awards went to **George E. Spain**, plant industry director and **Cheryl Anne Tew**, who heads the Moisture Meter Inspection program in the department's Standards Division Duke University geologist **Orrin H. Pilkey** has received the Francis Shepard Medal from the Society of Economic Paleontologists and Mineralogists, an award that recognizes excellence in marine biology **Scott M. Klenzak**, a student at Statesville Senior High School, and **Nora C. Shappley**, a student at the N.C. School of Math and Science in Durham, are among 140 high school students from across the U.S. who have been named 1987 Presidential Scholars. Each winner receives a \$1,000 scholarship **Martha Kirkland Walston** of Wilson, the first non-physician member of the N.C. Board of Medical Examiners, has been presented with the N.C. Medical Society's John Huske Anderson Award **John A. Tate** of Davidson and his wife, **Dorothy N. Tate**, have received two of this year's Alexis de Tocqueville Society awards, the highest recognition given by the United Way of America for voluntarism **William B. Harrison**, former mayor of Rocky Mount, has received the C. William Brownfield Alumnus of the Year Award from the U.S. Jaycees **Frank B. Boyette** of Red Springs, vice president and farm manager for Southern National Bank in Lumberton, has been presented with the 1987 Distinguished Alumnus Award from the School of Life Sciences at N.C. State University.

EMC Manager Named To USDA National Council

The manager of Rutherford Electric Membership Corporation, Forest City, has been named to the U.S. Department of Agriculture's National Advisory Council on Rural Development.

Gary Whitener was appointed to the 30-member council by Secretary of Agriculture Richard E. Lyng on the recommendation of Tenth District Rep. Cass Ballenger.

He is the sole North Carolinian on the panel, which advises Lyng on rural development policy initiatives and helps to identify rural needs.

The appointment is the second for Whitener involving USDA. Two years ago, he was named to a 17-member Citizen's Advisory Committee on streamlining the agency.

A former Rutherford EMC director, he was manager of the co-op's Lincoln-Gaston District for three years before taking his present post in 1984.

Cover Photo: All-American Plants At NCSU Arboretum

Bedding plants provide a splash of color for a section of the North Carolina State University Arboretum in this photo by Arty Schronce of Raleigh.

The flowers in this display are representative of the hundreds of plant varieties that are tested at the arboretum as part of the All-American Selections program.

The arboretum, which is open to the public daily from 8 a.m. to 8 p.m. except holidays, is at 4301 Beryl Road in Raleigh, near the N.C. State Fairgrounds.

Pick-Your-Own Berry Farms Listed In Guide

A directory of pick-your-own berry farms in North Carolina, the *North Carolina Berry Guide*, has been developed to help consumers locate strawberry, blueberry, blackberry, raspberry and grape growers in the state.

The berry guide was put together by the North Carolina Department of Agriculture's Marketing Division, in cooperation with the Strawberry and Pick-Your-Own Association and participating berry growers.

Each grower listed includes the farm location, the types of berries grown and when they are available. Many of the growers have both fresh-picked fruit and pick-your-own service. Fresh vegetables, apples, peaches and other

products are also available at several of the farms.

To receive a free copy of the *North Carolina Berry Guide*, send a self-addressed, stamped envelope to: Berry Guide, N.C. Department of Agriculture, Marketing Division, P.O. Box 27647, Raleigh, N.C. 27611.

Beaufort County Arts Show Slated

Registration is scheduled for July 15-16 for the 23rd Annual Fine Arts Show sponsored by the Beaufort County Arts Council. Works selected for the show will be exhibited July 17-26 in conjunction with Washington's Summer Festival.

For information, write the council at P.O. Box 634, Washington, NC 27889 or call (919) 946-2504.



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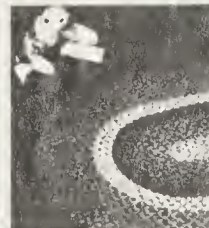
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Fifty Firms Participating

NCDA Program Marks First Anniversary

The marketing program promoting the use of Tar Heel foodstuffs, "Goodness Grows in North Carolina," is one year old this month—and growing at a healthy rate.

As the program's officials mark this first anniversary for the N.C. Department of Agriculture (NCDA) endeavor, they can also celebrate another milestone: the number of firms enrolled now totals an even 50.

Mrs. Teresa Hamby, who has coordinated the program from its beginning, said the 50 participants include some of the state's largest food brokers and some of the best-known brand names. But many small specialty firms are also involved, she added.

Lundy Packing Company of Clinton, a large pork processor, has been in the program from its early days. So has T. W. Garner of Winston-Salem, famous for "Texas Pete" hot sauce; Duplin Wine Cellars of Rose Hill and such well-known dairy firms as Pine State Creamery of Raleigh and Coble Dairy Products Cooperative of Lexington.

But many consumers may never have heard of Milkco Dairies of Asheville, also a major producer that's part of the "Goodness" program. Milkco sells dairy products under the nationally known Sealtest brand—and also store-brand products for Ingles and Lowe's grocery chains.

The nine newest participants, like

the 41 that had previously enrolled, represent a variety of foods.

They include the familiar House-Autry Mills of Rt. 2, Newton Grove, one of the state's oldest traditional millers of corn meal products; Longhorne Pick Your Own of Gibsonville, which offers blackberries, raspberries, blueberries and asparagus; Sunny Slope Greenhouses of Rt. 1, Bear Creek, which specializes in tomatoes and cucumbers; McInnis Farms of Rt. 2, Candor, offering four varieties of squash as well as radishes, cherry tomatoes, beets and eggplant.

Also: Channelnet Corporation of Morehead City, specializing in frozen shrimp and Mattamuskeet Seafood of Swan Quarter, which processes crab meat.

The new members also include several very specialized processors: Harvest Time Foods of Greenville, which markets just one product—dumplings; Carolina Nut Cracker of Rt. 4, Mt. Olive, which sells cracked and shelled pecans; and P.K. Foods of Advance, also known as Pete's Perfect Eggs, which sells select Grade A hard-cooked eggs.

Other products in the program range from sweet potatoes and chickens to several kinds of barbecue sauce, mountain apples and hydroponic lettuce, smoked turkey and peanut snacks, pork skins and honey, gourmet European cucumbers and fresh eggs, ducklings and dog food.

The two main requirements to participate in the promotion is that the product be of premium quality and that it be a true North Carolina product, with at least 51 percent of its ingredients originating in the state. There is no charge to enroll.

Agriculture Commissioner Jim Graham makes it clear: "What it's all about is to promote the top quality food that we grow and process right here in North Carolina. Any-

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body is welcome in the program, large or small. But only their best merchandise is acceptable. If somebody has several lines, like good, better and best, only their top quality can wear the logotype."

Actually, most of the foods included in the program are one hundred percent North Carolina products.

Products displaying the program label are widely promoted by NCDA officials.

In recent months, this effort has included exhibits at the annual meeting of the N.C. Pork Producers Association, the Southern Farm Show and the Southern Women's Show. Displays were also featured at the National Growers Association meeting in Austin, Texas, the N.C. Yam Commission convention and the annual institute

of the N.C. Farm Writers and Broadcasters.

Meanwhile, presentations on "Goodness Grows" have been made before the North Carolina General Assembly's House Agriculture Com-

being made for a special exhibit on the Mall in Washington under the auspices of the Smithsonian Institution.

The word is spreading, but "there's plenty of room for others to join the effort," Mrs. Hamby said.

Anyone wishing to participate in the program is eligible for consideration.

If you're interested, write to this address:

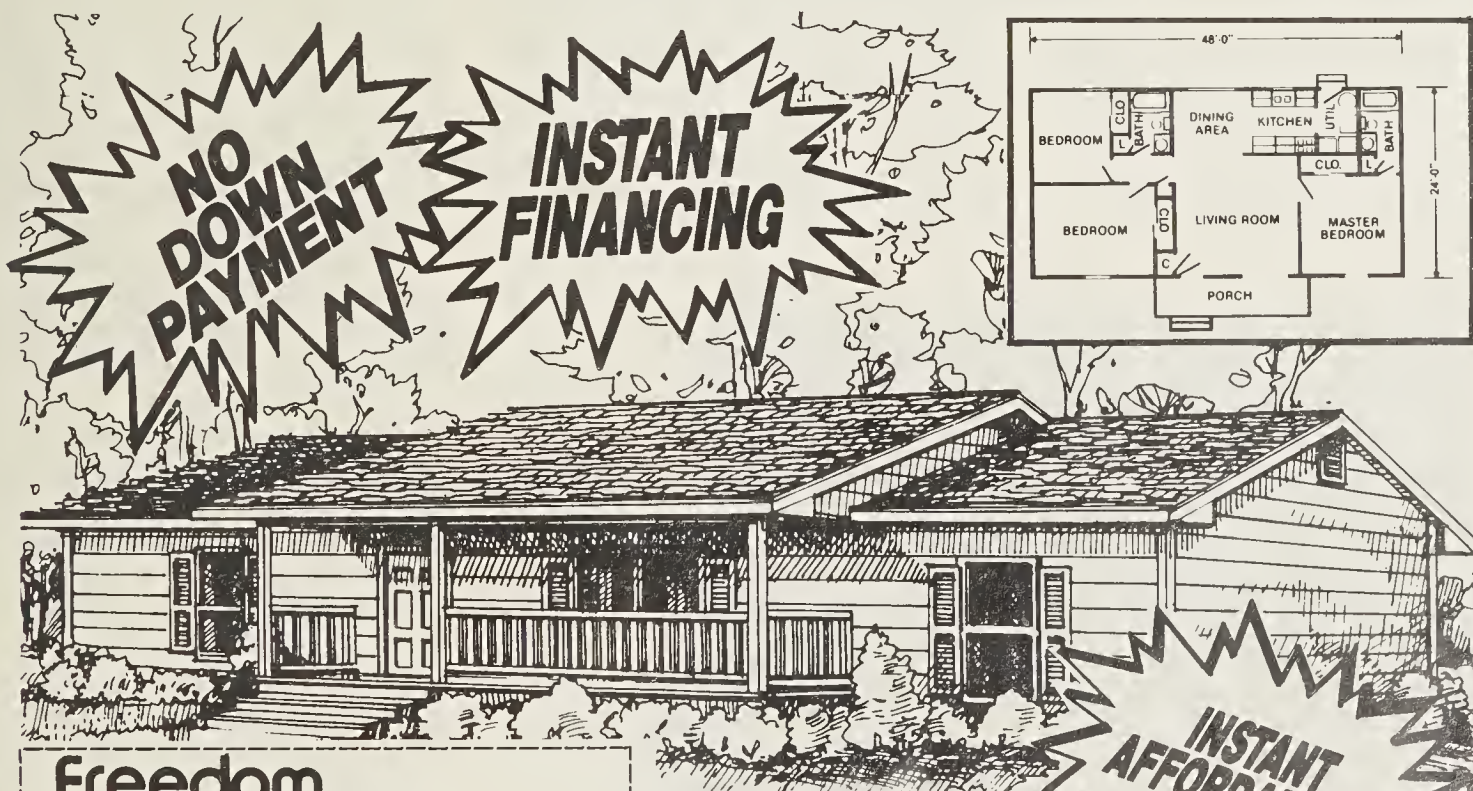
Goodness Grows in North Carolina, Division of Marketing, North Carolina Department of Agriculture, Post Office Box 27647, Raleigh, North Carolina 27611.

Or you may call Mrs. Teresa Hamby, program coordinator, at (919) 733-7912.



mittee and the Legislative Base Budget Committee. The program was also plugged at a major legislative dinner.

In addition, the Big Star grocery chain has agreed to join the promotion activities soon and plans are



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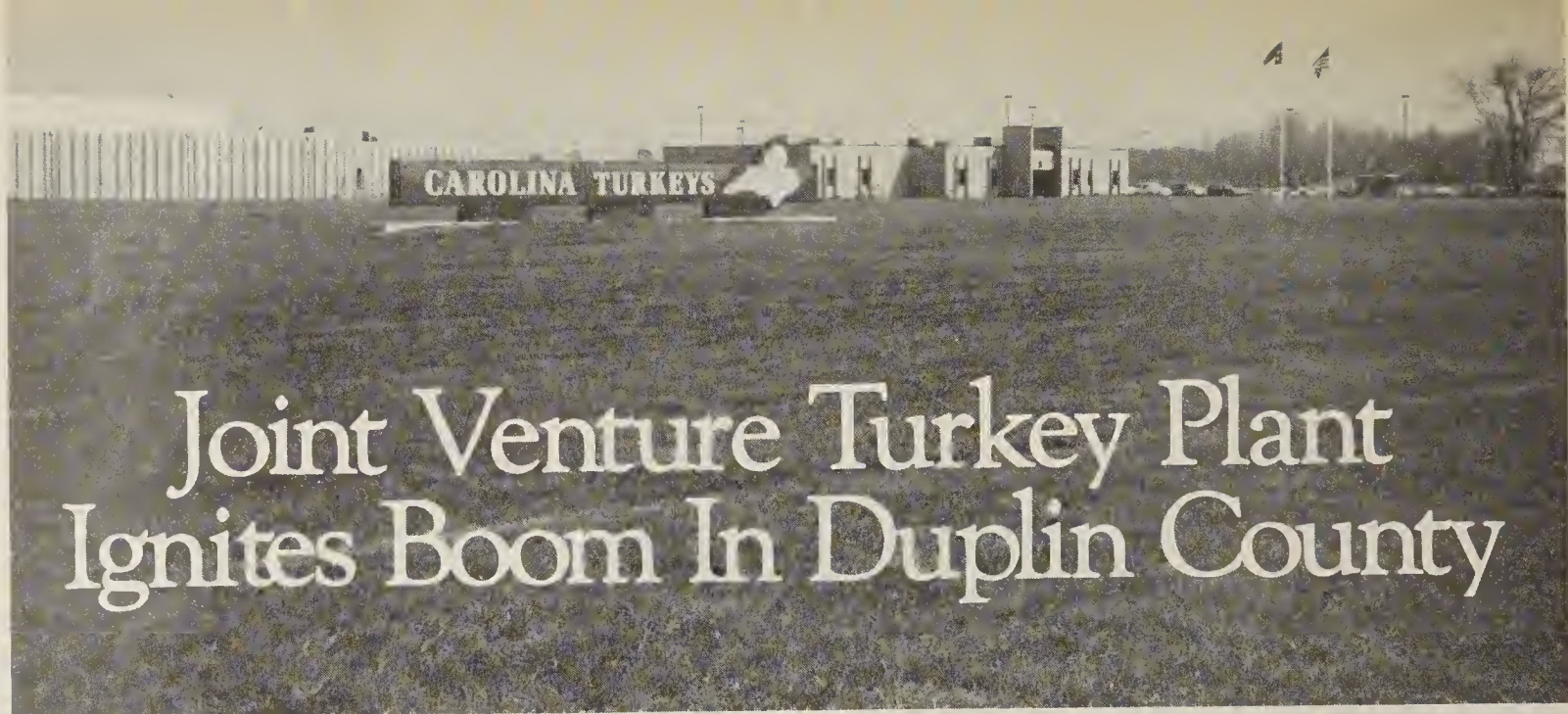
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Joint Venture Turkey Plant Ignites Boom In Duplin County

The world's largest turkey processing plant stands out against the rustic Duplin County landscape, a productive monument to a cooperative effort by business, government and utility that is bringing economic progress to this predominantly rural area.

The three-dimensional sign out front boldly identifies the plant: Carolina Turkeys.

The \$36 million plant and its name arrived on the North Carolina scene together as the result of a joint venture by Goldsboro Milling Company of Goldsboro and Carroll's Foods, Inc. of Warsaw.

Located in the Garner's Chapel area in the northern part of the county, the plant has been in operation since July, 1986. It is expected to employ more than 1,000 people when it reaches peak production sometime next year.

About 50,000 locally grown birds are processed for shipment each day. By this time next year that figure is projected to be about 80,000 per day.

Both Goldsboro Milling and Carroll's Foods were heavily involved in the turkey industry, but only up to a certain point in the production chain.

Once the birds had been hatched and raised to maturity, the companies

had to search for out-of-state processing companies to buy their birds for slaughter. And, as the turkey industry in the area grew, the need for a processing plant closer to the actual growing farms became evident.

Both companies began to do something about the idea at about the same time during the early 1980s.

"If you're in the turkey business, you're eventually going to need a hatchery, then breeder flocks and feed mills, then a turkey grow-out operation and a processing plant," said Gordon Maxwell, secretary-treasurer of Goldsboro Milling.

"We had it all but the plant. It was just a natural step. This is an idea we've talked about for 20 years. It was the summer of 1984 when we definitely decided to do it."

Goldsboro Milling purchased part of a plant in Harrisonburg, VA, but still wanted to build closer to home.

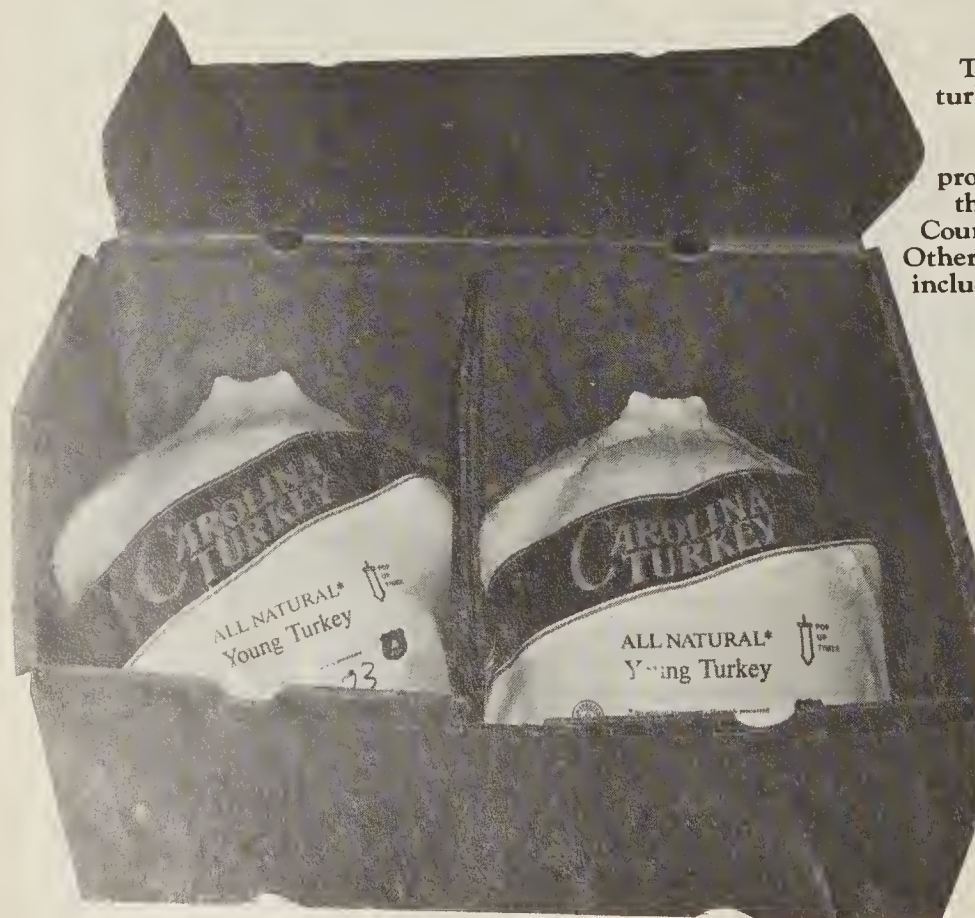
"We were going to build and Carroll's came and asked if we'd be interested in having them for a partner," said Maxwell. "We said 'Great, come on!'"

"We were in the preliminary stages of deciding whether to join someone else or build a plant of our own when we heard Goldsboro Milling was at the same stage," said F.J. (Sonny) Faison, president of Carroll's Foods. "A couple of years ago we began to see that it would be a great advantage to have a processing plant.

"We felt that since we were growing 4 to 5 percent of the turkeys grown in the United States, we needed to be able to control our destiny," Faison said.

The whole turkey is the primary product processed by the Duplin County plant. Other products include turkey ham and cooked breasts.

*Story and photos by
Dennis Hill*



"With that type of volume, we couldn't depend on selling the birds live. We had to have a definite place to process the birds.

"We wanted to participate in the benefits, from poult to selling the packaged bird to eat. Selling them live cut us short."

The plant required almost a year to build. At the ground-breaking ceremony in May, 1985, Gov. James Martin praised the "vision and daring" of the two companies in constructing the plant.

State Sen. Harold Hardison (D-Lenoir) declared the plant to be "the greatest thing that ever happened to Eastern North Carolina."

The two companies benefit from the plant, and the whole region is expected to benefit from a stabilized turkey industry.

Obvious and immediate benefits are the mass of new jobs created in the primarily rural region and the expanded tax base provided for local governments.

But even more important, at a time when the future of the small farm economy is bleak at best, the plant's presence assures the 225 growers who supply birds to the plant that there will be a demand for their services for a long time to come.

"It's a commitment," said Maxwell. "Turkeys are here to stay and we're one hundred percent dedicated to the turkey business and the concept of farmer-owned, contract grower facilities."

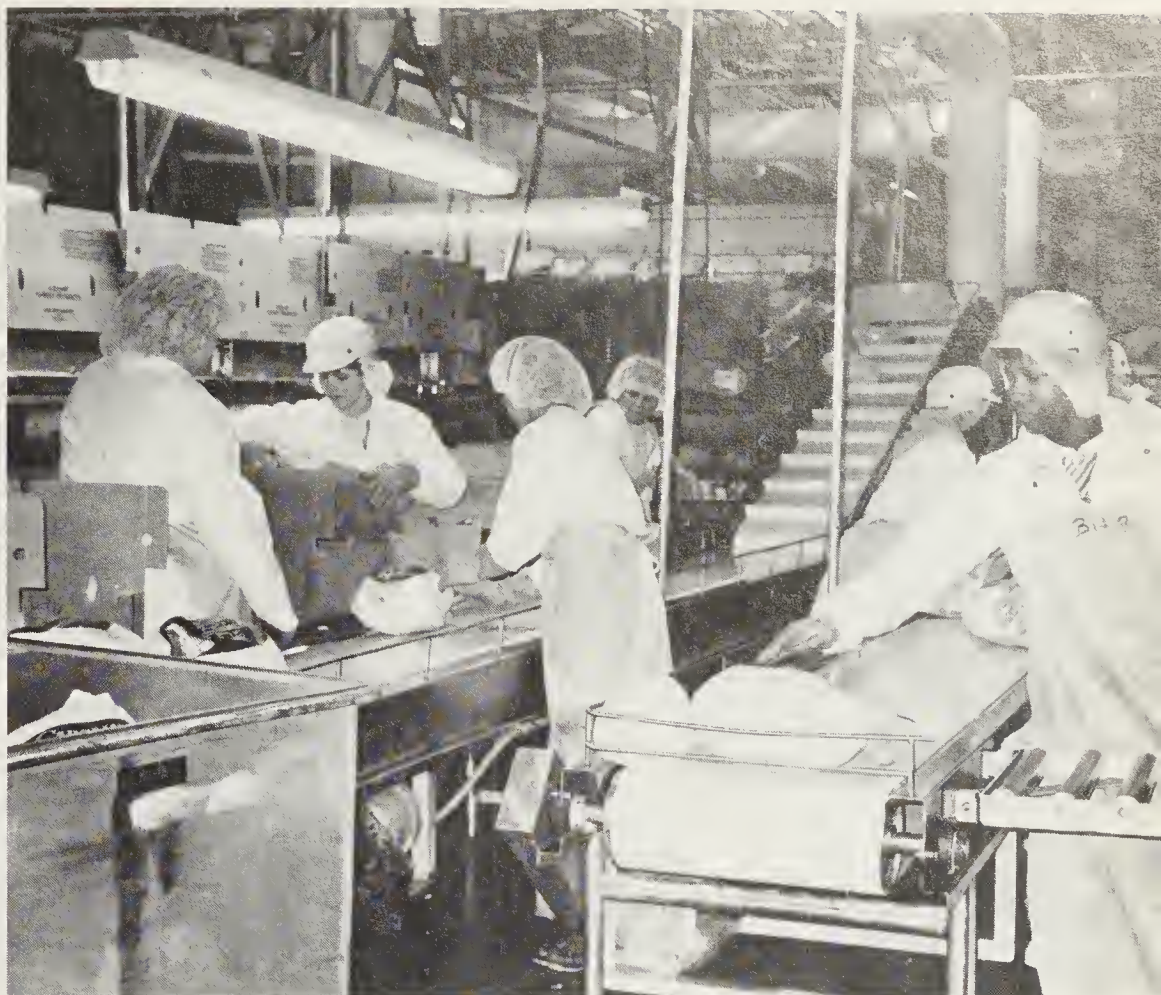
Faison said, "This plant makes every grower in this area more secure. This way all the growers know there will always be a demand for their birds. Because of their proximity to the plant, that will be true no matter who owns it."

With the nation beginning to gobble up more and more turkey meat, the industry itself appears strong and well-positioned in the marketplace.

"We felt it would be good for the whole North Carolina turkey industry," Faison said. "We are processing birds in North Carolina that have been grown in North Carolina. We don't have to be dependent on an out-of-state processing plant."

Meeting the power needs of the huge facility required more than the usual amount of assistance from the plant's power supplier, Tri-County Elec-

Carolina Country June 1987



Workers at the Carolina Turkeys plant currently process about 50,000 birds a day, but daily production is expected to reach a peak of 80,000 sometime in 1988. By then, the operation will employ about 1,000 people.

tric Membership Corporation, Dudley.

Those needs were more than adequately met, according to Faison and Maxwell.

“
The plant, the world's largest such facility, currently processes 50,000 birds per day. That figure is projected to reach about 80,000 by this time next year.
”

"They (Tri-County) went above and beyond the call of duty to see that we got the necessary electric power on a timely-basis," said Faison.

"Tri-County has worked real well with us," said Maxwell. "We needed a

substation and they put it in on time.

"They ran a new line from their substation at Rone's Chapel all the way out to the plant for us and then built another substation."

The \$511,000 Oak Ridge Substation is located directly across from the plant.

"The plant was built on an accelerated production plan," Faison said, "and their cooperation in meeting our schedule was essential to the starting date of the plant."

The plant took just about a year to build. Production began July 22, 1986 right on schedule.

"We gave Tri-County the projected starting date and they met this date, although it took extra effort and time on their part to meet the deadline," said Faison. "And we appreciate it."

"We feel fortunate to be served by Tri-County. We know our needs will merit their personal attention.

"We also feel that since they are a co-op, we will receive favorable electric rates that are necessary to compete in the processing industry."

Continued on page 12

Turkey Plant Ignites Boom In Duplin County

Continued from page 11

Tri-County EMC officials said they were eager to help get the plant in operation as quickly as possible because of the positive impact it would have on the Duplin County economy and on the co-op's overall system load.



Faison

"The plant requires far more power than any industrial load we had before it opened," said Randall Adams, the co-op's administrative assistant.

"For example, in April, it recorded a peak demand of nearly 5,000 kilowatts and used more than 2.5 million kilowatt hours of energy. That's fairly typical of the experience we've had with the plant."

Once the decision had been made to

build a plant, a great deal of planning and preparation was required to determine how large it would be and where it should be built, Maxwell said.

"The first thing we did was talk to some marketing people who got us in touch with some design engineers.

"We told them how many turkeys we wanted to run and how efficient we wanted it to be and they designed it. The plant we have now is from the original design."

The plant is constructed of pre-cast concrete.

It contains 210,000 square feet of floor space and has five acres under roof.

Buildings to house the office area, boiler room, truck wash, truck scale and holding sheds were built in addition to the main plant.

Storage areas are capable of holding nine million pounds of meat at one time.

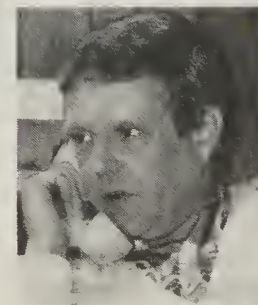
The plant also has two million-gallon water tanks—one for fresh water and one for waste water treatment.

All of the plant's exterior walls are non-load-bearing, so that if expansion is necessary it can be readily accommodated. However, Maxwell said that if expansion were warranted a second structure might be more feasible.

How the plant came to be on this Duplin County tract is a more involved story.

The main idea was to have it on a site that would be centrally located to all of the growers.

"We wanted a location somewhere between Goldsboro Milling and Carroll's that would cause as little conflict as possible with the people and property of Duplin County," said Faison.



Maxwell

"We had a professor at North Carolina State University to determine the mathematical center of our turkey production operation," said Maxwell, "and Carroll's did the same."

"Our geographic center turned out to be close to the Cliffs of the Neuse State Park. Theirs turned out to be a point northwest of Kenansville (the county seat). So we started looking for a site between the two points."

The plant is located on a 750-acre site about halfway between the park and the town.

Another reason for locating in Duplin County was the availability of government-backed financing.

By building in Duplin, the companies were eligible for industrial revenue bonds, which are issued by a bank and given tax-free status by the government because the loan is to a business in an underdeveloped area.

Because there is no tax on the loan, the rate is 2 to 4 percent lower than the prime rate.

The companies were also eligible for community development block grants, which are non-interest-bearing loans issued by the state government.

A third type of grant the companies applied for and received was an Urban Development Action Grant from the federal government.

Under that grant, the town of Warsaw, which is located about 12 miles southwest of the plant, received fed-

Rocco Plant Set In Robeson County

Less than 100 miles southwest of the Carolina Turkeys facility is a Robeson County tract that will soon be the site of yet another major turkey processing operation.

Rocco Turkeys Inc., the nation's fifth-largest turkey processor, recently announced plans for the \$15 million plant, which will employ about 600 people at peak production.

The plant will be erected on a 475-acre tract about 3.5 miles east of St. Pauls on N.C. 20. Construction is expected to take about 18 months.

Company officials say they hope the plant will be in operation by early in 1989, with a start-up work force of about 300.

"Initially it would be able to process about 100,000 birds a day," said Gail E. Price, spokesperson for the Harrisonburg, VA, firm. It could eventually handle up to 200,000 birds a day, she added.

The plant will be served by Lumbee River Electric Membership Corporation, Red Springs, becoming by far the largest single power user on the co-op's system.

The operation is expected to use about four times as much as is now required by the EMC's largest user.

A total of seven counties in the heart of the state's primary turkey-producing area had sought the plant because of the employment opportunities it would provide.

Rocco is a privately held company that markets its turkeys to retail stores under the Shady Brook Farms and Marval labels. The company also sells directly to hotels, restaurants and other institutions.

eral money. The town then loaned the money to the plant at the same interest rate that applied to the industrial revenue bonds. When the plant pays the money back, the town gets to keep it to use for other development projects.

Production at the plant has been right on schedule ever since it opened, according to Plant Manager David Bray.

"For a new plant, we're very happy with the way things are working," Bray said.

"We're processing about 50,000 birds a day right now," he said.

A second shift in the cut-up operation was added in February and a second shift in the slaughter operation was added in April.

"We'll continue to creep on up as our people get trained," Bray said. "By this time next year we'll be processing 80,000 turkeys a day."

Bray said when the plant reaches full capacity, it will process 90,000 birds each day.

Since the plant has to be scrubbed down and sanitized every day, a third shift is impossible, Bray said.

Employment, which stands near 700 people now, will be up by 150 more by July, Bray said, and could top 900 by the spring of 1988.

Maxwell said that 3,900 people applied for the first 400 jobs at the plant.

Bray said he was pleased with the employees at the plant and that turnover had been no greater than anticipated.

"It's not easy work," he said.

It will require from 12 to 24 months to gear the plant up to full capacity, according to Bray.

"Then you look at the market and adjust what you're doing, if necessary."

Carolina Turkeys began marketing whole processed birds under its own name in February.

An in-house group will market the products directly from the plant.

"We've designed our own sales and marketing organization," said Bray.

Other products are already joining the whole bird on the production line.

Turkey ham and cooked turkey breasts are being processed and sold. Others will soon join them on the product line.

But the main product will always be the whole turkey, Bray said.

Feed Company Built Success On Contract-Growing System

Contract growing provides the best system for producing turkey products for the dinner table, according to Gordon Maxwell, secretary-treasurer of Goldsboro Milling Company.

The company has used the system of contracting with independent growers for years with great success, Maxwell said.

Goldsboro Milling supplies the young turkeys to growers, as well as feed, medication and advice on how best to raise the birds to maturity.

The growers, who own their own turkey houses and equipment, are paid when the adult birds are removed for slaughter.

Many growers are paid based on an incentive program, said Maxwell.



Newly hatched poults at a Goldsboro Milling Company hatchery. The firm's two hatcheries turn out more than 23 million poults annually.

"A lot of our grower contracts are based on performance, on how well they do. We have an incentive program geared to feed conversion. They are paid based on the amount of weight the turkeys gain."

Goldsboro Milling has two laboratories and two hatcheries as well as a feed mill and executive offices at their headquarters complex off U.S. 13 east of Goldsboro. One laboratory's staff designs feeds. The other studies disease prevention and has its own full-time veterinarian.

The mill produces about 4,000 tons of feed each week.

Its staff contains a full-time nutritionist, who mixes the right amount of each ingredient, including medication, into each batch of feed.

The big white trucks of feed heading to and from nearby farms are a familiar sight on the roads of Wayne, Duplin and Lenoir counties.

A second hatchery was completed in May, 1986. It will enable the company to double its output of poults, or young turkeys, said Elmo Long, hatchery manager.

Long said his staff "sets," or puts into incubation, 565,200 eggs each week. From those eggs, about 452,000 turkey chicks hatch—an 85 percent success rate.

The two hatcheries turn out over 23 million poults each year, most of them in the summer months when weather is more favorable. Most are shipped out the day after they hatch, Long said.

Many are destined for farms other than those owned by growers contracted with Goldsboro Milling. The company produces millions of poults for other companies' growers.

The birds are segregated because the feed requirements of male and female birds are different, said Maxwell, pointing out that males, or "toms," require more protein in their diet.

An adult tom will eat about five or six pounds of feed each week, according to Long. A tom requires about 17 weeks to reach maturity and will weigh about 25 pounds upon slaughter. A hen takes about 14 weeks to reach maturity and will weigh about 14 pounds.



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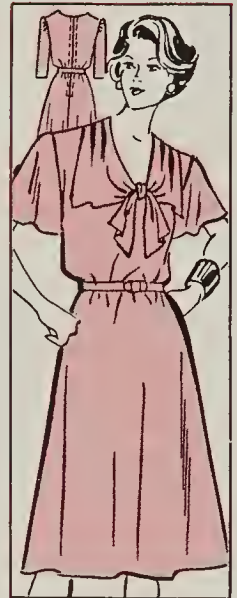
4097—Misses Sizes 10 to 24. Elastic waist, peplum top has two skirt choices. Perfect trio to mix or match. A great pattern value!



7407: Embroider old fashioned girls on linens. Directions, transfer of six motifs (2 of each) about 4½ to 6-inches high by 10 to 14½-inches across.



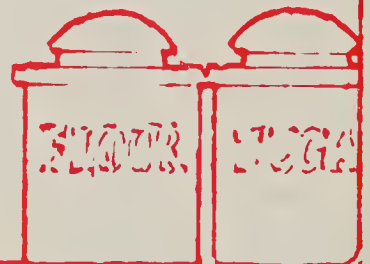
407—Make a cuddly 16" bear for a favorite child. Use plush with felt details. Tissue pattern pieces, details, directions to sew bear.



4156: Half Sizes 12½ to 24½. Soft collar that ties adds flattery to a dress with elastic waist, flare or three-quarter sleeves. Use silk or voile.

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COUNTRY KITCHEN



Want To Share Your Recipes?

If you would like to share a recipe with this column, send it to: *Carolina Country*, P.O. Box 27306, Raleigh, North Carolina 27611.

We pay \$5 for published recipes and present each monthly winner a set of 50 recipe cards featuring a reprint of the published recipe.

Fresh Strawberry Cake

Submitted by Mrs. Joan Schuetz, Raleigh

CAKE LAYERS:

- | | |
|-----------------------------------|---|
| 1 pkg. white cake mix | 4 eggs |
| 1 pkg. (small) strawberry gelatin | 3 tbsp. flour |
| 1/2 C vegetable oil | 3/4 C sweetened chopped fresh strawberries with juice |
| 3/4 C water | |

Mix all above ingredients and blend well. Pour into two nine-inch paper-lined pans. Bake at 350 degrees until cake springs back. Freeze until cooled but *not* frozen. Slice in half to make four layers.

- | | |
|---|---|
| ICING: 1 16 oz. container whipped topping | 3 C sweetened chopped fresh strawberries with juice |
| 8 oz. instant vanilla pudding | |

Mix whipped topping and pudding thoroughly. Fold in strawberries. Mix thoroughly. Spread between layers and on cake. Refrigerate. NOTE: Cake is better if it is served the next day. This allows time for strawberries to blend into cake and make it moist. The strawberries are also better if they are sugared ahead of time to make them juicier.

Use Energy Efficiency Rating In Choosing Air Conditioners

Has last year's room air conditioner given out?

Begin shopping for a new unit by measuring your rooms, says Dr. Sandra Dellinger, housing specialist, North Carolina State University. The size of the unit depends upon the area to be cooled.

Then check the measurement of the window in which the unit is to be installed. You don't want to buy a unit that won't fit the window.

Finally, check the electrical outlet that will be used. You will need to know if it is 230-volt or 115-volt. Make sure the circuit can safely handle the air conditioner's demands for electricity.

It is wise to be a bit conservative when selecting a room air conditioner, because comfort depends upon tem-

perature and humidity.

The room air conditioner dehumidifies only while the compressor is running. The smaller unit will have to operate more, so the air will be less muggy. This continuous operation also tends to use less energy than the frequent on and off cycles of the larger unit.

Take room and window measurements to a knowledgeable dealer. Then buy at the smaller end of the cooling range for the most economical buy.

Also consider high-efficiency units for the most energy savings. These units should have an energy efficiency ratio (EER) of at least 7.5 to be considered high-efficiency. The initial cost may be higher, but you will save in electrical costs over the years, the extension specialist says.

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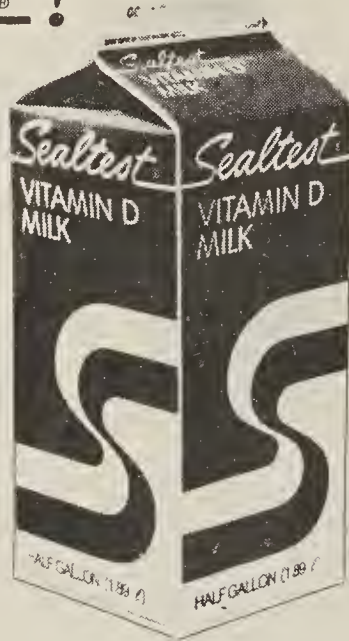
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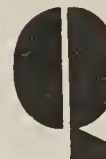
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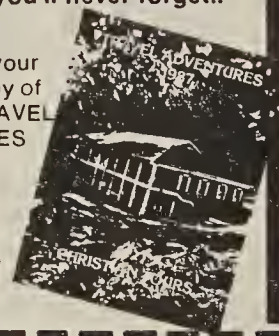
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WASHINGTON SCENE

Hearings Focus on the "Revitalization" of Rural America's Economy

The federal government must "lend a hand" to rural America by funding projects that will bring jobs to small towns, says Sen. Patrick Leahy (D-VT), chairman of the Senate Agriculture Committee.

Leahy made the comment during a May hearing that was part of a series of hearings he has called to discuss the "revitalization of rural America."

"We must help rural America develop new jobs," Leahy said. "Hometown jobs must be harvested, existing businesses expanded and new industries started. There is no reason why rural America should not have a piece of the action in computers, biotechnology and financial services."

Leahy's hearings, which have drawn witnesses from both political parties, have also brought testimony from rural leaders supporting legislation Leahy introduced this spring to bring grants to rural areas for job development. The proposed Rural Area Revitalization Act of 1987 would allow the Agriculture Secretary to make up to \$25 million in grants to cities and towns of less than 20,000 people for projects that will create jobs.

The grants also could be used to train workers and make the community a more attractive place for new businesses to locate.

"The infrastructure of rural America must be rebuilt," Leahy said. "New businesses are not going

to come to places with old bridges, old roads and decaying sewer systems."

One of the witnesses, Bob Bergland, executive vice president of the National Rural Electric Cooperative Association, told Leahy during the hearing that any rural development programs should involve both the federal government and the community. That federal-community partnership, Bergland said, is what "has made rural electrification so successful."

“
**New businesses are
not going to come to
places with old
bridges, old roads
and decaying
sewer systems.**
”

Leahy said he called the hearings because of the rise in unemployment in rural areas. Between 1981 and 1983, he said, half a million jobs were lost in rural communities. By 1985, almost one out of every two rural counties had unemployment rates above 9 percent, compared with only one out of eight rural counties just six years earlier, he said.

"Because the traditional employers of rural Americans may never regain their past strength, our hope for the future must depend on expanding existing businesses and creating new ones," Leahy said.

Measure Proposes Limit On PAC Contributions In Congressional Elections

Because of concern about the rising costs of getting elected to Congress, a bill has been introduced in the Senate which has the support of 42 members who signed on as sponsors.

On the average, it now costs \$300,000 to run for a House seat and \$3 million for the Senate. That's the average and it reflects races where an incumbent has no opponent.

That's too high, says Sen. Robert Byrd (D-WV) and Sen. David Boren (D-OK), who introduced the measure. Forty of their colleagues agreed immediately.

The legislation is designed to control the spending of political action committees (PACs) which have sprung up in abundance during the past few years.

In 1974, after efforts were made to control campaign spending, the nation had 800 PACs; today there are more than 4,000. They contributed more than \$140 million during the last election, most of it to incumbents.

The proposed legislation would limit the amount that any candidate could receive from PACs.

The bill was inspired in part by concern that PACs may be developing too much power and that some members may be too beholden to them.

Only two of the 42 senators who endorsed the bill are Republicans, which means that the legislation is likely to face considerable opposition.

Limit spending, say some members of the GOP, and you penalize Republican candidates who generally have more funds in a campaign than their Democratic rivals.

Reader's Request Draws A Response

A *Carolina Country* reader sent the below recipe to another reader in response to a letter that appeared in our February issue.

Ellen S. Bowman of Kodiak, AK, had asked if any readers might have a recipe called "Ice Box Pickles." Frank Bouknight of Raleigh provided the recipe from the files of his wife, Martha, and passed along a copy to us.

"I thought other readers might be interested in this excellent recipe, too," he said.

Refrigerator Pickles

4 C sugar	Mix in
4 C cider vinegar	a cold
1/2 C salt	syrup.
1-1/4 tsp. tumeric	Do not
1-1/4 tsp. celery seed	heat.
1-1/4 tsp. mustard seed	
3 large onions, sliced	
Cucumbers, sliced thin	

Wash and sterilize jars. Put onions in bottom of jars. Fill each jar with cucumbers. (Pack tightly). Stir syrup well and pour into jars, covering cucumbers. Put lids on jars. It is not necessary to seal. Refrigerate for at least five days before using. Pickles will remain good for at least nine months in the refrigerator.

If you do not have enough cucumbers at one time to use all the syrup, it may be kept in the refrigerator for a short period of time to be used later.

Cheesy Ham Bake

Pastry

8 oz. cream cheese
1 egg

3/4 C butter
2 C flour

Mix together 8 oz. cream cheese, egg yolk (reserve the white), butter and flour. Chill overnight.

Filling:

8 oz. cream cheese
8 oz. sour cream
8 oz. cheddar cheese (shredded)
or cottage cheese
1 pkg. ranch dressing mix (dry)

2 C cubed ham
1 pkg. (10 oz.) frozen chopped spinach
(thawed and well drained)
2 tbsp. green onion (chopped)
Thin sliced ham

Mix together all above ingredients except thin sliced ham, and set aside.

Divide pastry into two parts. Roll each into a rectangle and top with thin sliced ham, leaving about one inch border. Spread filling over ham and roll up jellyroll fashion starting from long side. Tuck ends under and place on baking pan, seam side down. Brush with egg white wash (reserved egg white mixed with 1 tbsp. water). Bake at 375 degrees, 30-35 minutes. Serve with mustard sauce if desired. Serves six to eight.

Mustard Sauce

1/4 C sugar
2 tbsp. dry mustard
1/2 tsp. salt

2 egg yolks, beaten
1 can (13 oz.) skim evaporated milk
6 tbsp. vinegar

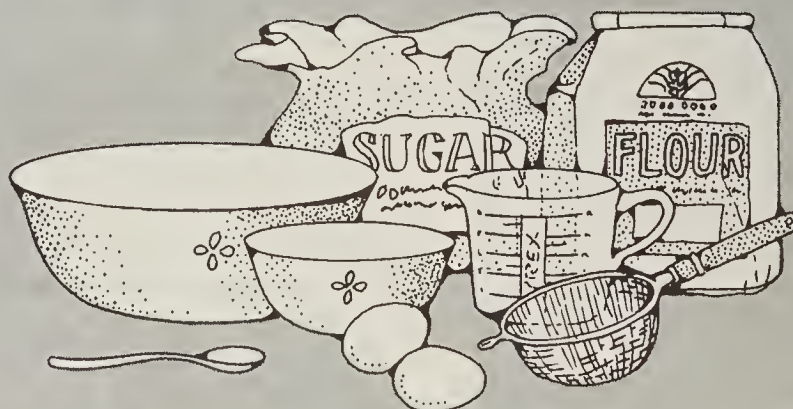
Combine first four ingredients in top of double boiler. Slowly add skim evaporated milk. Cook over simmering water to thicken. Add vinegar, continue cooking until creamy and thickened. Chill overnight to improve flavor. Sauce is good on ham sandwiches and in coleslaw dressing.

This recipe from Janet Irwin of Sparta won first place in the 1986 North Carolina Dairy Recipe Contest, which was sponsored by the American Dairy Association of North Carolina.

The winner was awarded a trip for two to Orlando, FL.

She was selected from among 10 finalists who prepared the recipes they had submitted to the contest. A total of 365 recipes were submitted.

Finals for the 1987 contest, featuring soup recipes, will be June 23 in Winston-Salem.



TV Network Sets Record

The University of North Carolina Center for Public Television has set a new statewide viewership record of 716,000 cumulative households during the month of February, 1987.

The "Nielsen State Network Report" concludes that 30 percent of all North Carolina television households watched the Center at some time during that month. The Center's 10 most popular programs as listed in the report were:

Top Programs	Number of Households
1. Wild, Wild World of Animals	103,000
2. Wild America	92,000
3. Country Memories with Willie Nelson	85,000
4. This Old House	82,000
5. National Geographic: In the Shadow of Vesuvius	68,000
5. Nature	68,000
7. Austin City Limits	64,000
8. Woodwright's Shop	63,000
9. Live From Lincoln Center: Placido Domingo	62,000
10. Amish — Not To Be Modern	59,000

"We are obviously very pleased that the Center has shown dramatic growth over the past year," said Priscilla Bratcher, director of development and community relations. "The implication of the report is that we are successfully fulfilling our mission to the people of North Carolina, which is to educate, inform, enlighten and entertain through television programming"

EMC ANNUAL MEETINGS CALENDAR

Date	Electric Membership Corporation	Time	Location
July			
17	Randolph, Asheboro	Registration: 6:00 p.m. Business Meeting: 8:00 p.m.	Lee J. Stone Stadium, Asheboro
August			
20	Pee Dee, Wadesboro	Registration: 7:00 p.m. Business Meeting: 8:00 p.m.	Anson Sr. High School Stadium, Wadesboro
22	Roanoke, Rich Square	Registration: 11:00 a.m. Business Meeting: 1:00 p.m.	Arena at Co-op Headquarters
29	Haywood, Waynesville	Registration: 8:30 a.m. Business Meeting: 10:30 a.m.	Tuscola High School, Near Waynesville



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HANK'S GARDENING GUIDE

June is garden enjoyment month. It's a time of much color and fragrance. In most areas of the Carolinas, roses, gardenias, hydrangeas, Southern Magnolias and many colorful annuals and perennials are at their best.

But don't hesitate for long—additional planting, fertilizing, watering, pruning, spraying and dusting are waiting to be done. You'll want to make frequent inspections in your garden so you will be able to control insects on vegetables, flowers and fruits.

Propagation

Now's the time to root cuttings of your favorite shrubs. Use mature cuttings of current season's growth. Treat the cut surface with a root-inducing hormone powder to hasten the rooting process. Stick cuttings in moist sand, vermiculite or other rooting medium.

Bulb Care

If your spring-flowering bulbs produced fewer and smaller blooms than usual this year, chances are the plants are crowded.

If so, dig and divide the bulbs after the foliage has turned brown. Thoroughly mix superphosphate with the soil before replanting.

Leaf Scorch

If you notice drying of tips and margins of leaves of your ornamental plants during hot summer weather, it's a good bet that more moisture is being lost from the foliage than is being taken up through the roots.

Although leaf scorch may be caused from a number of things, insufficient water is the likely cause during hot weather. Correct this deficiency by soaking plants periodically during dry weather.

Lawn Mowing

Mow grass higher during hot weather than during cool. By raising your mower, you can alleviate some of the stress that grass must endure during dry summer months.

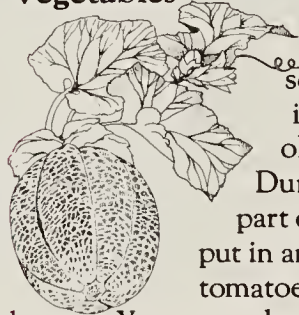
Keep It Simple

J. W. Goethe once said, "No one is ever at ease in a garden unless it looks like open country."

Most landscapers today agree that the feeling of spaciousness as found in open sweeps of lawn is much to be desired in today's home yard. In addition to giving the yard an orderly, well-planned appearance, there is less work in maintenance.

When flower beds and specimen shrubs are pushed back and grouped to the side, it is easier to mow and tend the lawn or areas in groundcovers. The result is a feeling of naturalness.

Vegetables



Now that the soil has warmed, it's time to plant okra and melons.

During the latter part of the month, put in another crop of tomatoes for a fall harvest. You can make a second planting of bush beans now.

Keep Cannas Looking Good

Cannas seem to thrive without special care. But if you prune them, they'll bloom even more profusely throughout the summer.

When blossoms fade, use a sharp pair of clippers to remove the old flowering stalk just above the first set of leaves. A new flowering stalk will sprout below the cut. Be careful not to cut away any flowering shoots that may already be coming out below the spent blossoms.

Feed Mums

Since chrysanthemums are heavy feeders, apply liquid manure each month until flower buds appear. Well decayed barnyard manure, dissolved in water until it is the color of strong coffee, is excellent.

After flower buds begin to show color, apply liquid manure once a week.

Fertilize Azaleas and Camellias

Use a balanced fertilizer like 8-8-8 or 10-10-10 to feed camellias and azaleas at this time. Or, you may prefer to use the special azalea-and-camellia fertilizer available at garden centers.

Renovate Strawberry Bed

If attention hasn't been given your strawberries since the crop harvest, renovate the bed as soon as possible. Thin plants so they are spaced six- to twelve-inches apart in all directions. Then apply a complete fertilizer such as 8-8-8 at the rate of two pounds per 50 feet of row. Water the fertilizer into the soil and apply a mulch to conserve moisture and help to control weed growth.

Groom the Garden

Cut off bulb foliage as it dries up. Cut back spring growth of shrubs and trees such as pines, azaleas, and camellias to keep growth dense and shapely.

Keep faded flowers of roses cut off and the plants adequately pruned. Make slanting cuts just above a leaf with five leaflets.

As you make the rounds of your garden, clip away faded flowers that make seed. This includes flowers such as crepe myrtle, rhododendron and azaleas. Such pruning helps shrubs develop more flower buds for next season's bloom.

—Hank Smith

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Cookbook Sales Help Support Scholarship

A new cookbook featuring recipes from employees and volunteers with electric cooperatives across North Carolina has sold briskly, but copies are still available.

"We sold the first printing and are now offering copies from a second printing," said Lorrie Constantinos, director of member services for the North Carolina Association of Electric Cooperatives (NCAEC).

She oversaw preparation of the book, which is being sold to raise funds for a scholarship program sponsored by the NCAEC Women's Advisory Committee.

"Copies are being sold through local Electric Membership Corporations and by mail."

The spiral-bound softcover book, titled *Co-op Cooking*, sells for \$5.95 each when copies are purchased through the EMCs. When they're ordered by mail, orders must include an additional \$1.25 for mailing and handling.

Proceeds from the sale of the cookbook will support the Women's Committee's Gwyn B. Price Youth Tour Scholarship. The \$1,000 scholarship is awarded annually to a high school student who participated in the previous year's Rural Electric Youth Tour to Washington.

The scholarship bears the name of an Ashe County man who was instrumental in guiding the development of the rural electric program in its early years.

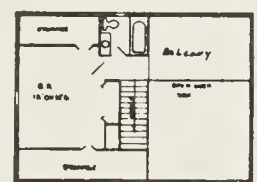
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Scandals: A Question Of National Values

"For months, Americans have been confronted with disclosures of scandal in public and private life."

That's how *The Washington Post's* Haynes Johnson began a column focusing on recent national developments that had raised "disturbing questions about the nation's ethical climate and the standards it most values."

Those questions have been raised, he said, by the Ivan Boesky affair, under-the-table payoffs to football players at Southern Methodist University and "duplicitous Iran arms deals."

Johnson's list didn't include the Gary Hart-Donna Rice incident or the upheaval at PTL because these events have been played out since the column appeared just a couple of months ago. Yet they would have served as perfect examples of the trend he described.

"Not since the 1920s, a decade that these Teflon Years of the 1980s increasingly resemble, has the nation witnessed so much common celebration of greed and selfishness," Johnson wrote.

"Now, as then, the country has been encouraged to follow the example of big-deal operators, get-rich-quick schemers, inside traders, market manipulators, laissez-faire entrepreneurs in political and corporate life. Private gain has been accorded a higher value than public service.

"... Already, much of the glow of the early 1980s has been dissipated by evidence of major scandals and pervasive mismanagement."

Johnson suggested that growing public disgust over recent scandals may open the way for serious national self-examination in regard to ethical standards.

In fact, he pointed out, one of the announced presidential candidates had already addressed the subject in a "little-noted" speech at the Wharton School of Business.

Rep. Richard A. Gephardt (D-MO) told his audience he's "disturbed" about the climate of greed that's so in evidence on Wall Street.

He said, "The original Greek word 'economy' meant, 'the management of a household or family.' . . . We must let the Greeks remind us that the fundamental purpose of our complicated and technical economy is the well-being of our families."

He added: "Corporations have become chips in a casino game, played for high stakes by people who produce nothing, invent nothing, grow nothing and service nothing. The market is now a game itself . . . Corporations are now forced to watch the market more closely than they watch their customers."

As a result, they're more sensitive to Wall Street than to "the streets where Americans live," the congressman said.

"In government, our leaders say one thing and do another. They talk tough and then make bad deals for Americans behind closed doors.

"In your industry (securities), the growth of an entirely new lexicon reflects the problems we have there: 'greenmail,' hostile takeovers, corporate raiders, poison pills and insider trading.

"It's a travesty that the best-known businessman in America is not the CEO of a major company or an innovative producer, it's Ivan Boesky.

"The government and the securities industry both must take steps to solve these problems. But we must also ask a more fundamental question. And that is a question of values."

What do these recent scandals . . . tell us about the values of the people involved? They tell us that these are people who are more interested in playing for high stakes than in working for the good of the nation.

Tar Heel Turkey Industry: Tops In The Nation

If you read our feature on the Carolina Turkeys plant in Duplin County (pages 10-13), you'll begin to get some idea of the magnitude of the turkey industry in North Carolina.

The state is tops in the country in turkey production, putting out 23 percent of the national total.

The Carolina Turkeys operation alone processes 50,000 birds *per day* and officials there expect to raise that figure to 80,000 within the next year. Meanwhile, Rocco Turkeys, Inc., has announced plans for a plant in Robeson County that is expected to produce 200,000 birds *per day* at peak capacity.

Obviously, turkey isn't just for Thanksgiving anymore. Turkey consumption in the U.S. was 13.4 pounds per capita last year and is continuing to rise. And the U.S. Department of Agriculture is predicting that this year—for the first time—Americans will eat more poultry (turkey and chicken) than beef.

If all this turkey talk has stirred your interest in using turkey in some new dishes, you can get some appetizing recipes from the North Carolina Poultry Federation. They're the five winning recipes from the 1986 North Carolina Turkey Cooking Contest.

Send a self-addressed, stamped envelope to Turkey Cooking Contest, N.C. Turkey Federation, 4020 Barret Drive, Suite 102, Raleigh, NC 27609.

If you're interested in submitting your own special turkey recipe to the 1987 contest, there's still time. The deadline for entries is July 15. For details, write to the same address or call the federation office at (919) 783-8218.

—Owen Bishop

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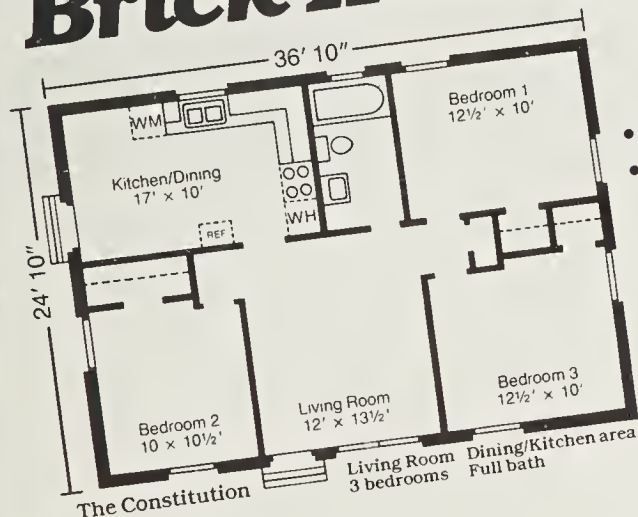
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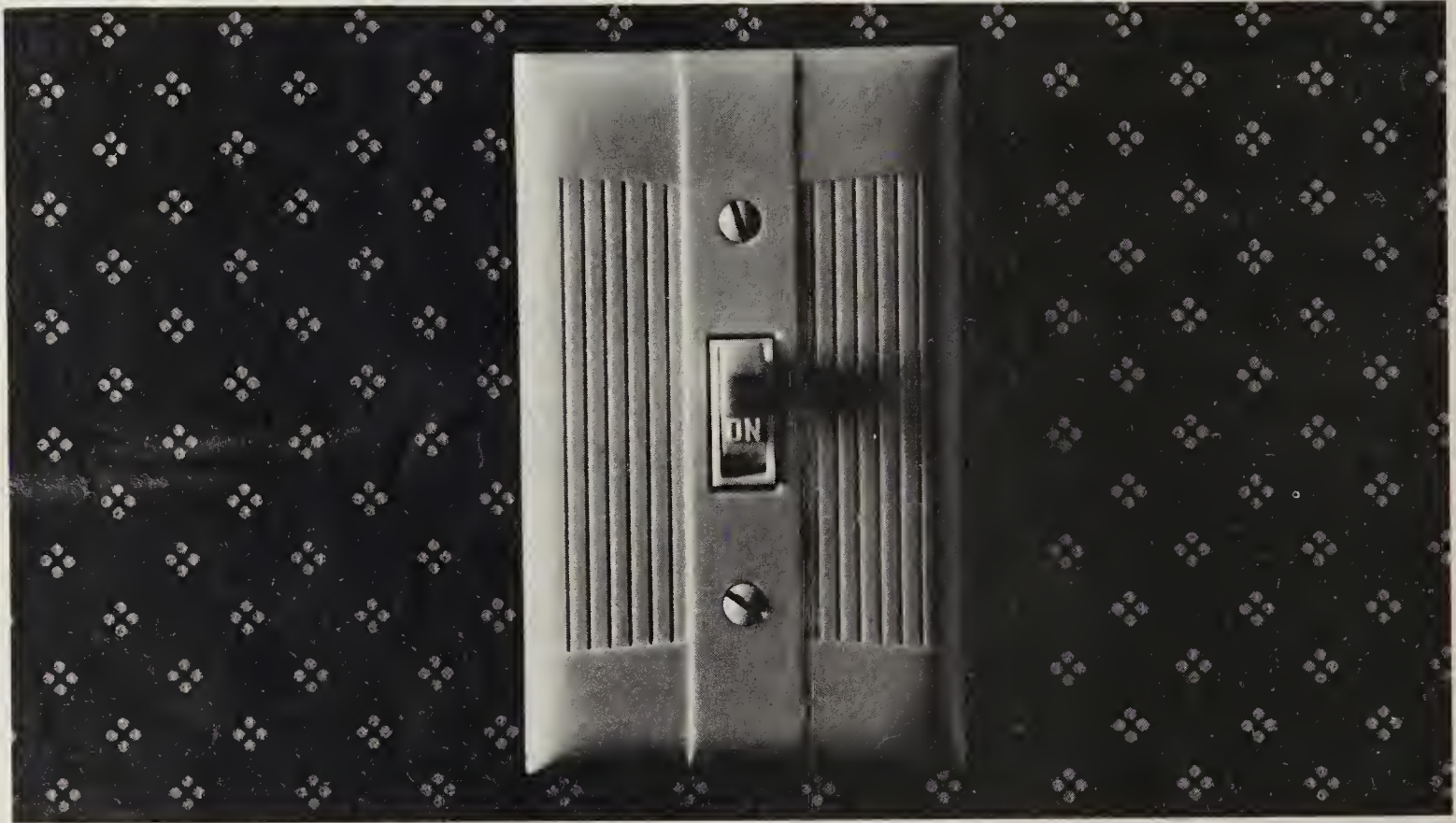
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